

## **CITY OF ALAMEDA**

### **Memorandum**

To: Honorable Mayor and  
Members of the City Council

From: Lisa Goldman  
Acting City Manager

Date: April 5, 2011

Re: Authorize the Public Works Director to Enter into a Letter of Agreement  
Between the City of Alameda and the West Alameda Business  
Association for the Administration of a Monthly Parking Permit Program in  
City-Owned Lot W

### **BACKGROUND**

The City has one public parking lot in the West Alameda Business District. Lot W is located on the northside of Santa Clara Avenue between Webster Street and Eighth Street. Since December 2005, the West Alameda Business Association (WABA) has administered the issuance and tracking of monthly parking permits in the lot through a Letter of Agreement (Agreement) with the City. The monthly parking permit program has proved a successful partnership, and WABA and the City are interested in continuing this arrangement.

### **DISCUSSION**

The monthly parking permit program provides designated parking spaces for business employees in the Webster Street Business District in Lot W. The Public Works Department provides parking permits on a monthly basis to WABA, and business employees purchase the permits from WABA at a cost of \$30 per permit per month. All monies from the sale of permits collected by WABA are deposited with the City on a monthly basis. WABA provides monthly and quarterly reports to the Public Works Department and receives \$150 per quarter for administering the program. In accordance with Section 2-59.3 of the Alameda Municipal Code, which requires the City Council to approve any contract that extends beyond five years, staff requests approval to establish a new Agreement. As proposed, the City and WABA will be able to mutually extend the Agreement for up to five additional years based on satisfactory performance of all aspects of this Agreement. A copy of the Agreement is on file in the City Clerk's office.

FINANCIAL IMPACT

The cost of administering the program is included in the Parking Meter Fund (Fund 224, Program 5438924) budget. There is no impact to the City's General Fund.

MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

This action does not affect the Alameda Municipal Code.

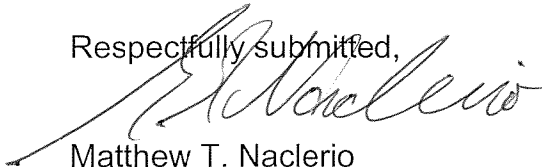
ENVIRONMENTAL REVIEW

In accordance with the California Environmental Quality Act (CEQA), this project is Categorically Exempt under CEQA Guidelines Section 15301, Existing Facilities.

RECOMMENDATION

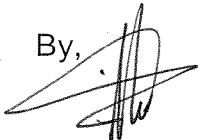
Authorize the Public Works Director to enter into an agreement between the City of Alameda and West Alameda Business Association for the administration of a monthly parking permit program in City-owned lot W.

Respectfully submitted,



Matthew T. Naclerio  
Public Works Director

By,



Obaid Khan  
Supervising Civil Engineer

Approved as to funds and account,



Fred Marsh  
Controller

Exhibit:

1. Agreement (on file in the City Clerk's office)